Studying Race

Research Methods

Theorizing About Race and Race Outcomes

Research Methods

"Average" Responses

Experiments
Lab experiments
Field experiments

Surveys
Standardized surveys
Open-ended surveys

Field Research
Complete observation
Participant observation
Unstructured interviews
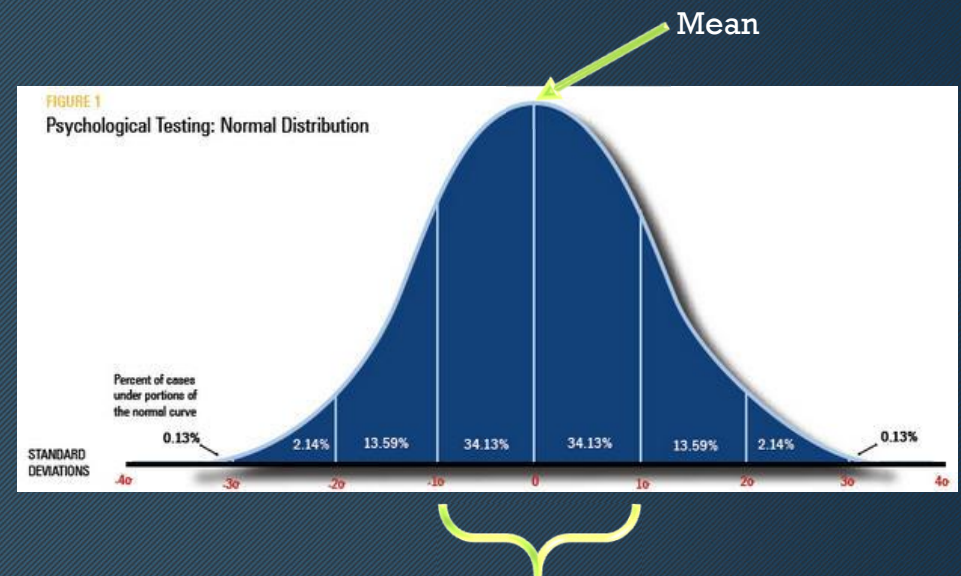*Focus group interviews*

Content Analysis

Reliability
Research should produce similar results under similar conditions

Validity
Questions should measure what we are hoping to measure

FIGURE 1
Psychological Testing: Normal Distribution

Mean

Percent of cases under portions of the normal curve

STANDARD DEVIATIONS

0.13%   2.14%   13.59%   34.13%   34.13%   13.59%   2.14%   0.13%

-4σ   -3σ   -2σ   -1σ   0   1σ   2σ   3σ   4σ

AVERAGE
"Central Tendency"
About 68 percent of us

Research Methods & Theory

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Theorizing

Theory Defined
A general way of thinking that has been shared in common by a community of scholars.

General Considerations
- **Falsifiability**
- **Knowledge Production**
  Normative: Subjective, Value-Based
  Positivistic: Objective, Value-Free
- **Scientific Reasoning**
  Deductive: From Theory To Facts
  Inductive: From Facts To Theory

Research Methods & Theory